



COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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GAIL FARBER, Director

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

December 15, 2009

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

48 DECEMBER 15, 2009

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**2010 HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

This action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2010 season.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Find that this activity is statutorily exempt from the provisions of the California Environmental Quality Act.
2. Approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide bus service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2010 Hollywood Bowl summer season at an estimated cost of \$2,075,000.
3. Authorize the Director of Public Works or her designee to negotiate the necessary agreements with various municipal bus operators to provide bus service for the park-and-ride lots.
4. Authorize the Director of Public Works or her designee to negotiate and award contracts to independent bus operators, which are determined to be the most qualified, responsible proposers for the park-and-ride lots.
5. Authorize the Director of Public Works or her designee to execute an agreement with the Los Angeles Philharmonic Association for the County of Los Angeles to fund \$105,000 of the shuttle service costs for the nearby shuttle lots and to provide buses for the distant park-and-ride lots in the event a contracted bus operator fails to deliver service.
6. Instruct the Director of Public Works or her designee to execute the necessary agreements after County Counsel has reviewed and approved as to form.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program (Program) to provide public transportation to the 2010 Hollywood Bowl summer season performances. The Los Angeles Philharmonic Association will continue their marketing campaign to promote the Program and encourage the prepurchase of park-and-ride and shuttle tickets.

Your Board has previously approved providing public transportation from outlying park and-ride lots throughout the County of Los Angeles (County) and local shuttle lots to the Hollywood Bowl performances during the past 36 summer seasons. The Program was extremely successful transporting approximately 29 percent of the 2009 Hollywood Bowl season attendees to this special event center.

Implementation of Strategic Plan Goals

Countywide Strategic Plan directs the provisions of Operational Effectiveness (Goal 1) and Community and Municipal Services (Goal 3). This Program provides services to the public in a responsive manner and allows our residents to enjoy the arts. Providing these services improves the mobility of the patrons and decreases the congestion in the vicinity of the Hollywood Bowl. This Program is a public-private partnership, which enables the County to provide these services in a cost-effective manner.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The County's share of cost of the Program, including contingency for additional events, is estimated to be \$2,075,000. This amount includes \$1,970,000 for the express park-and-ride service and \$105,000 for the shuttle service.

In March 1997, the Los Angeles County Metropolitan Transportation Authority (LACMTA) approved ongoing dedicated funding for the Program in the amount of \$522,000. In June 2007, LACMTA approved an increase in this annual funding to \$847,000. This funding, along with the anticipated farebox revenue of \$500,000, will reduce the County's share of the cost of the Program to \$728,000, which will be financed with the Top-of-Pot allocation of the County's Proposition A Local Return Transit Program. Funding for this Program will be included in the Fiscal Year 2010-11 Transit Enterprise Fund Budget administered by the Department of Public Works (Public Works).

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The 2010 Program will operate between June and October 2010. The park-and-ride and shuttle lots may include, but are not limited to, the proposed park-and-ride lots and shuttle lots indicated on the enclosed list.

The various operators providing bus service from the park-and-ride lots may include, but are not limited to, Finish Line Charter, Foothill Transit, Metro, Santa Monica Municipal Bus Lines, The Bus, Transit Systems Unlimited, Inc., and TourCoach Charter and Tour. The agreements with these operators will be approved as to form by County Counsel prior to submittal to the Director of Public Works or her designee for signature.

Each park-and-ride lot and shuttle lot location will be protected by a uniformed Los Angeles Philharmonic Association guard/dispatcher, and there will be no charge for patron parking at these lots, except at the Hollywood and Highland lots. The Los Angeles Philharmonic Association will obtain approval from the property owners at each lot to operate the park-and-ride and/or shuttle services from their lot. Should a lot location become unavailable for use, the Los Angeles Philharmonic Association may arrange for an alternate site. As in past years, the bus operators serving each lot will provide the necessary liability insurance to hold harmless the property owners of the park-and-ride lots and shuttle lots. The two-tiered fare structure for the park-and-ride service from the outlying park-and-ride lots will be \$5 per roundtrip for prepurchased ticket holders and \$8 per roundtrip for patrons paying cash at the park-and-ride lots. The fare for the shuttle service from the four nearby shuttle lots will be \$4 per roundtrip.

ENVIRONMENTAL DOCUMENTATION

The proposed activity is statutorily exempt from the provisions of the California Environmental Quality Act pursuant to Section 21080(b)(10) of the Public Resources Code. This exemption provides for the implementation of passenger or commuter transit services.

The Honorable Board of Supervisors

12/15/2009

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IMPACT ON CURRENT SERVICES (OR PROJECTS)

These actions provide for the continuation of the current service.

CONCLUSION

Please return two adopted copies of this letter to Public Works, Programs Development Division.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER

Director

SMP:SA:yr

Enclosures

c: Chief Executive Office (Lari Sheehan)
County Counsel
Executive Office

PARK-AND-RIDE AND SHUTTLE LOT LOCATIONS

The park-and-ride lots and shuttle lots may include, but are not limited to, the following locations:

Park-and-Ride Lots

Lot 1	Sherman Oaks	Westfield Shoppingtown Fashion Square 14006 Riverside Drive Sherman Oaks
Lot 2	Westwood	Federal Building 11000 Wilshire Boulevard Westwood
Lot 3	Chatsworth	Chatsworth Metrolink Station 21510 Devonshire Street Chatsworth
Lot 4	Westchester	Westchester Shopping Center 6212 West Manchester Avenue Westchester
Lot 5	Pasadena	Pasadena Public Parking Lot 199 North Garfield Avenue Pasadena
Lot 6	El Monte	El Monte Bus Terminal 3501 Santa Anita Avenue El Monte
Lot 7	Torrance	Wilson Community Park 2000 North Crenshaw Boulevard Torrance
Lot 8	Santa Monica	Santa Monica Department of Motor Vehicles 2235 Colorado Avenue Santa Monica
Lot 9	East Los Angeles	East Los Angeles College Weingart Stadium Parking Lot 1301 Avenida Cesar Chavez East Los Angeles

Lot 10 Lakewood	Lakewood Center Mall 500 Lakewood Center Mall Lakewood
Lot 11 Downey	Downey Metro Green Line Station South Parking Lot 12801 Lakewood Boulevard Lakewood
Lot 12 Culver City	Culver City Civic Center 3844 Watseka Avenue Culver City
Lot 13 Arcadia	Arcadia Park 405 South Santa Anita Avenue Arcadia
Lot 14 Rowland Heights	Schabarum Regional Park 17250 East Colima Road Rowland Heights
<u>Shuttle Lots</u>	
Los Angeles Zoo Lot	5333 Zoo Drive Section "C" Los Angeles
Hollywood and Highland Lot	6801 Hollywood Boulevard Los Angeles
Ventura Lot	10801 Ventura Boulevard Los Angeles
Ventura Annex Lot	10601 Ventura Boulevard Los Angeles

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